

Rep Order#	6841108	Ver#	3	Mod#	1	Status	Confirmed
EC'd	Yes						

Traffic Order# 197986

986 **Printed:** 08/14/2012 10:05 AM
 Last Received: 08/13/2012 4:23 PM
Showing Buylines: All Lines

1 of 4

Showing Buylines: All Lines

Station	WISN-TV, INDIANAPOLIS, IN
Advertiser	() MIKE PENCE FOR GOVE
Product	MIKE PENCE
Estimate#	2593
Buyer	WHITNEY EVERSOLE
Phone#	
Fax#	

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2593
Flight Dates 08/14/2012 - 08/27/2012
Hiatus Weeks

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

--- CONTRACT COMMENT ---

CLIENT: MIKE PENCE FOR GOVERNOR SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-7A	NEWS Buyline Comment: NEWS	:30	\$450.00	08/14-08/17	4	1	4	\$1,800.00	
	2	M-F	6A-7A		:30	\$450.00	08/20-08/24	3	1	3	\$1,350.00	
	3	M	6A-7A		:30	\$450.00	08/27-08/27	1	1	1	\$450.00	
	4	TU-F	7A-8A	NEWS Buyline Comment: NEWS	:30	\$450.00	08/27-08/27	1	1	1	\$450.00	
	5	M-F	7A-8A		:30	\$450.00	08/14-08/17	2	1	2	\$700.00	
	6	TU-F	7A-8A		:30	\$350.00	08/20-08/24	3	1	3	\$1,050.00	
	7	M-F	11A-12P	EARLY SHOW1 Buyline Comment: PRICE IS RIGHT	:30	\$450.00	08/14-08/17	3	1	3	\$1,350.00	
	8	TU-F	11A-12P		:30	\$450.00	08/20-08/24	2	1	2	\$900.00	
	9	M	11A-12P		:30	\$450.00	08/27-08/27	1	1	1	\$450.00	
	10	TU-F	12P-1230P	NEWS Buyline Comment: NEWS	:30	\$650.00	08/14-08/17	1	1	1	\$650.00	
	11	M-F	12P-1230P		:30	\$650.00	08/20-08/24	1	1	1	\$650.00	
	12	TU-F	12P-1230P		:30	\$650.00	08/27-08/27	1	1	1	\$650.00	

Station	WISH-TV INDIANAPOLIS, IN	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	() PHILADELPHIA
Advertiser	() MIKE PENCE FOR GOVE		7669 STAGERS LOOP	Sales Office	() KATE BRADY
Product	MIKE PENCE		DELAWARE, OH 43015	Salesperson	() KATE BRADY
Estimate#	2593		Agency C/P1/P2/E //2593	Salesperson Phone#	215-567-6005
Buyer	WHITNEY EVERSOLE		Flight Dates 08/14/2012 - 08/27/2012	Salesperson FAX#	215-567-5938
Phone#			Hiatus Weeks		
Fax#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	12P-1230P	NEWS	:30	\$650.00	08/27-08/27	1	1	1	\$650.00	
				Buyline Comment: NEWS								
	12	TU-F	530P-6P	NEWS	:30	\$600.00	08/14-08/17	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
	13	M-F	530P-6P	NEWS	:30	\$600.00	08/20-08/24	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
	14	TU-F	6P-630P	NEWS	:30	\$600.00	08/14-08/17	4	1	4	\$2,400.00	
				Buyline Comment: NEWS								
	15	M-F	6P-630P	NEWS	:30	\$600.00	08/20-08/24	4	1	4	\$2,400.00	
				Buyline Comment: NEWS								
	16	M	6P-630P	NEWS	:30	\$600.00	08/27-08/27	1	1	1	\$600.00	
				Buyline Comment: NEWS								
	17	TU-F	7P-730P	INSIDE EDITION	:30	\$550.00	08/14-08/17	2	1	2	\$1,100.00	
				Buyline Comment: INSIDE EDITION								
	18	M-F	7P-730P	INSIDE EDITION	:30	\$550.00	08/20-08/24	1	1	1	\$550.00	
				Buyline Comment: INSIDE EDITION								
	19	TU-F	730P-8P	TONIGHT	:30	\$600.00	08/14-08/17	2	1	2	\$1,200.00	
				Buyline Comment: TONIGHT								
	20	M-F	730P-8P	TONIGHT	:30	\$600.00	08/20-08/24	3	1	3	\$1,800.00	
				Buyline Comment: TONIGHT								
	21	M	730P-8P	TONIGHT	:30	\$600.00	08/27-08/27	1	1	1	\$600.00	
				Buyline Comment: TONIGHT								

3 of 4

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	11P-1135P		:30	\$900.00	08/14-08/17	4	1	4	\$3,600.00	
		Buyline Comment: LATE NEWS										
	23	M-F	11P-1135P		:30	\$900.00	08/20-08/24	4	1	4	\$3,600.00	
		Buyline Comment: LATE NEWS										
	24	SA	6A-9A		:30	\$250.00	08/18-08/25	1	2	2	\$500.00	
		Buyline Comment: DAYBREAK										
	25	SA	6P-7P		:30	\$400.00	08/18-08/18	1	1	1	\$400.00	
		Buyline Comment: NEWS										
	26	SA	7P-8P		:30	\$400.00	08/18-08/18	1	1	1	\$400.00	
		Buyline Comment: ENT TONIGHT										
	27	SA	11P-1130P		:30	\$600.00	08/18-08/25	1	2	2	\$1,200.00	
		Buyline Comment: LATE NEWS										
	28	SU	6A-9A		:30	\$200.00	08/19-08/19 08/26-08/26	1 2	1 1	1 2	\$600.00	
		Buyline Comment: DAYBREAK										
	29	SU	9A-1030A		:30	\$900.00	08/19-08/26	1	2	2	\$1,800.00	
		Buyline Comment: SUN MORNING										
	30	SU	11P-1130P		:30	\$900.00	08/19-08/26	1	2	2	\$1,800.00	
		Buyline Comment: LATE NEWS										
	31	W	8P-9P		:30	\$1,500.00	08/15-08/15	1	1	1	\$1,500.00	
		Buyline Comment: BIG BROTHER RATE CHNG										
	32	SA	4P-7P		:30	\$6,500.00	08/25-08/25	1	1	1	\$6,500.00	
		Buyline Comment: COLTS PRESEASON										

Station WISH-TV INDIANAPOLIS, IN Agency () STRATEGIC MEDIA PLACEMENT Rep Firm
 Advertiser () MIKE PENCE FOR GOVE 7669 STAGERS LOOP Sales Office () PHILADELPHIA
 Product MIKE PENCE DELAWARE, OH 43015 Salesperson () KATE BRADY
 Estimate# 2593 Agency C/P1/P2/E //2593 Salesperson Phone# 215-567-6005
 Buyer WHITNEY EVERSOLE Flight Dates 08/14/2012 - 08/27/2012 Salesperson FAX# 215-567-5938
 Phone# Hiatus Weeks
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	TU-F	9A-10A		:30	\$100.00	08/14-08/17	1	1	1	\$100.00	
Buyline Comment: INDY STYLE ADD TO SKED												

---REPORT TOTALS---

Report Totals: 68 / \$45,050.00

---SALES MONTHLY TOTALS---

Aug 12: 63 / \$42,300.00 Sep 12: 5 / \$2,750.00
 Sales Totals: 68 / \$45,050.00
 Station Totals: 68 / \$45,050.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$139,431	CABL 0%	WISH 32%	WNDY 0%	WRTV 19%	WTHR 28%
		WTTV 1%	WXIN 17%			

---COMPETITIVE COMMENTS---

COMP UPDATED

Books null
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above-described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/11/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Spot Manager: All, 08/13/12-08/30/12

Station	Advertiser	Product	Estim	Order Inventory	Descr	Time Period	Length	Date	Air Time	Inv. Code	Place	Rate	Ad-ID	MG	MG Info
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Alt Order #: 06841108

WISH	POL/Mike Pence for CMIKE PENCE2593	Daybreak @ 6				558-7a	:30	08/14/12	6:35:50 AM	Daybreak @ 6		\$450.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE2593	Price Is Right				1058-12p	:30	08/14/12	10:58:26 AM	Price Is Right		\$450.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 530p				530-6p	:30	08/14/12	5:40:03 PM	News 8 @530		\$600.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @6				558-630p	:30	08/14/12	5:59:00 PM	News 8 @6		\$600.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 11 M-F				11-1135p	:30	08/14/12	11:23:40 PM	News 8 @6		\$900.00	TVGENPENC1210H		
WISH	POL/Mike Pence for CMIKE PENCE2593	Daybreak @ 6				558-7a	:30	08/15/12	5:59:00 AM	Daybreak @ 6		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 530p				530-6p	:30	08/15/12	5:40:01 PM	News 8 @530		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Entertainment Tonight				728-8p	:30	08/15/12	7:34:20 PM	M-F 730-8p		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Wednesday 8-9p				758-9p	:30	08/15/12	7:58:56 PM	Wed Hour 1		\$1,500.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 11 M-F				11-1135p	:30	08/15/12	11:15:48 PM	News 8 @6		\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Daybreak @ 6				558-7a	:30	08/16/12	6:05:27 AM	Daybreak @ 6		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	CBS This Morning @7a 7-8a				7-8a	:30	08/16/12	7:36:08 AM	CBS This Morning		\$350.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Price Is Right				1058-12p	:30	08/16/12	11:29:11 AM	Price Is Right		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @6				558-630p	:30	08/16/12	6:11:59 PM	News 8 @6		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @6				558-630p	:30	08/16/12	6:19:41 PM	News 8 @6		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Inside Edition				658-730p	:30	08/16/12	6:58:56 PM	M-F 7-730p		\$550.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 11 M-F				11-1135p	:30	08/16/12	11:07:59 PM	News 8 @6		\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Daybreak @ 6				558-7a	:30	08/17/12	6:51:54 AM	Daybreak @ 6		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	CBS This Morning @7a 7-8a				7-8a	:30	08/17/12	7:59:26 AM	CBS This Morning		\$350.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Indy Style				858-10a	:30	08/17/12	9:48:22 AM	Indy Style		\$100.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Price Is Right				1058-12p	:30	08/17/12	11:59:23 AM	Price Is Right		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Noon News				1158a-1230p	:30	08/17/12	12:23:18 PM	Noon News		\$650.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @6				558-630p	:30	08/17/12	6:29:11 PM	News 8 @6		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Inside Edition				658-730p	:30	08/17/12	6:59:26 PM	M-F 7-730p		\$550.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Entertainment Tonight				728-8p	:30	08/17/12	7:34:05 PM	M-F 730-8p		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 11 M-F				11-1135p	:30	08/17/12	11:07:59 PM	News 8 @6		\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 Weekend Satur				558-7p	:30	08/18/12		News 8 Weekend		\$400.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	ET Weekend				658-8p	:30	08/18/12		Sat 7p-8p		\$400.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Daybreak Saturday				558-9a	:30	08/18/12		Daybreak Saturd		\$250.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @11 Saturday				11-1135p	:30	08/18/12	11:33:41 PM	News 8 @11		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	CBS Sunday Morning				858-1030a	:30	08/19/12		CBS Sunday Mor		\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Daybreak Sunday				558-9a	:30	08/19/12		Daybreak Sunda		\$200.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 11 Sunday				11-1130p	:30	08/19/12	11:06:28 PM	News 8 @11		\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Price Is Right				1058-12p	:30	08/20/12		Price Is Right		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @6				558-630p	:30	08/20/12	5:59:00 PM	News 8 @6		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 11 M-F				11-1135p	:30	08/20/12	11:34:26 PM	News 8 @6		\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Daybreak @ 6				558-7a	:30	08/21/12	6:27:28 AM	Daybreak @ 6		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	CBS This Morning @7a 7-8a				7-8a	:30	08/21/12	7:59:26 AM	CBS This Morning		\$350.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Price Is Right				1058-12p	:30	08/21/12	10:59:26 AM	Price Is Right		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 530p				530-6p	:30	08/21/12	5:57:30 PM	News 8 @530		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @6				558-630p	:30	08/21/12	6:13:29 PM	News 8 @6		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Entertainment Tonight				728-8p	:30	08/21/12	7:47:15 PM	M-F 730-8p		\$600.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @ 11 M-F				11-1135p	:30	08/21/12	11:15:48 PM	News 8 @6		\$900.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	Daybreak @ 6				558-7a	:30	08/22/12	6:42:57 AM	Daybreak @ 6		\$450.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	CBS This Morning @7a 7-8a				7-8a	:30	08/22/12	7:28:56 AM	CBS This Morning		\$350.00			
WISH	POL/Mike Pence for CMIKE PENCE2593	News 8 @6				558-630p	:30	08/22/12	5:58:00 PM	News 8 @6		\$600.00			

[Filtered by:] [Sorted by: Alt Order #]

Spot Manager: All, 08/13/12-08/30/12

Station	Advertiser	Product	Estim	Order Inventory	Descr	Time Period	Length	Date	Air Time	Inv. Code	Place	Rate	Ad-ID	MG	MG Info
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Alt Order #: 06841106

WISH	POL/Mike Pence for GMIKE PENCE2593	Entertainment Tonight				728-8p	:30	08/22/12	7:47:00 PM	M-F	730-8p	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	News 8 @ 11 M-F				11-1135p	:30	08/22/12	11:16:18 PM	LN	M-F	\$900.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Daybreak @ 6				558-7a	:30	08/23/12	5:59:30 AM		Daybreak @ 6	\$450.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	CBS This Morning @7a				7-8a	:30	08/23/12	7:29:26 AM		CBS This Morning	\$350.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Noon News				1158a-1230p	:30	08/23/12	12:11:34 PM		Noon News	\$650.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	News 8 @ 530p				530-6p	:30	08/23/12	5:28:25 PM		News 8 @530	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Inside Edition				658-730p	:30	08/23/12	7:21:42 PM		M-F 7-730p	\$550.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Entertainment Tonight				728-8p	:30	08/23/12	7:40:10 PM		M-F 730-8p	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	News 8 @ 11 M-F				11-1135p	:30	08/23/12	11:31:46 PM		11p News SP Spr	\$900.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	News 8 @6				558-630p	:30	08/24/12	6:12:59 PM		News 8 @6	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Colts Pre Season				(4:00:00 PM-7:1	:30	08/25/12			Colts Pre Season	\$6,500.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Daybreak Saturday				558-9a	:30	08/25/12	7:13:15 AM		Daybreak Saturd	\$250.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	News 8 @11 Saturday				11-1135p	:30	08/25/12	11:06:07 PM		LN Sa	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Daybreak Sunday				558-9a	:30	08/26/12	6:13:33 AM		Daybreak Sunday	\$200.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	CBS Sunday Morning				858-1030a	:30	08/26/12	7:44:51 AM		Daybreak Sunday	\$200.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	News 8 @ 11 Sunday				11-1130p	:30	08/26/12	9:35:30 AM		CBS Sunday Mor	\$900.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Daybreak @ 6				558-7a	:30	08/27/12	6:36:10 AM		Daybreak @ 6	\$450.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Price Is Right				1058-12p	:30	08/27/12	11:59:13 AM		Price Is Right	\$450.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Noon News				1158a-1230p	:30	08/27/12	12:23:13 PM		Noon News	\$650.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	News 8 @6				558-630p	:30	08/27/12	6:20:41 PM		News 8 @6	\$600.00			
WISH	POL/Mike Pence for GMIKE PENCE2593	Entertainment Tonight				728-8p	:30	08/27/12	7:40:10 PM		M-F 730-8p	\$600.00			

\$45,050.00
\$45,050.00

[Filtered by:] [Sorted by: Alt Order #]